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1953

Steel's Pansies

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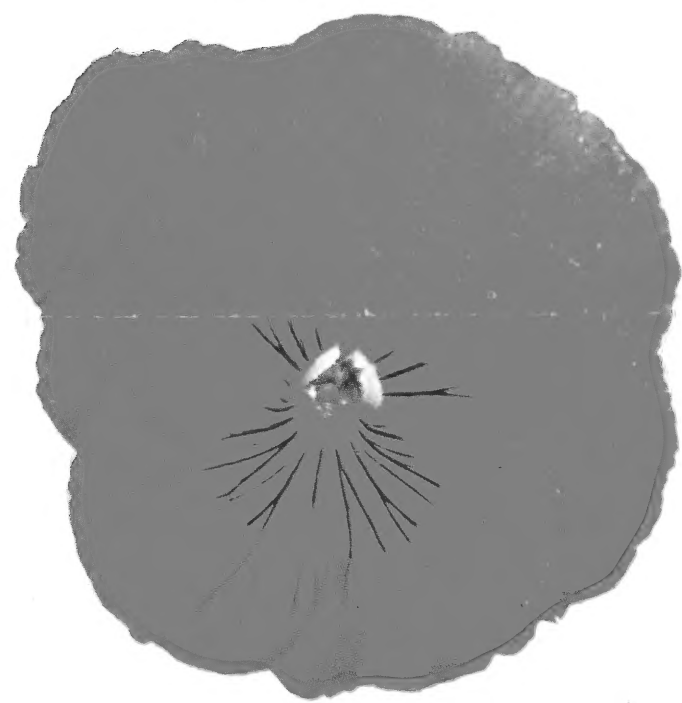
*Steel's*

MASTODON

PANSIES

1953

OUR SIXTY-FIRST YEAR



**JUMBOS**

*from our fields*  
(actual size)



# Steele's

## GROWERS' PRICE LIST 1953

### Mixtures

**Jumbo Mixed—Our Origination**—Blossoms over 5 inches are not uncommon at Santa Anita. Many new colors. Variations of copper, brass, and red tones, as well as orchids, apricots, yellows, blues, purples, and reds. We think you will like it better than ever.

**Butterfly Hybrids—Our Origination**—Predominantly pastel with shades of pink, terracotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other strain of pansies. Try early spring planting.

**Prices:** 400 seeds \$1.00; 1/16 oz. \$2.00; 1/8 oz. \$3.35; 1/4 oz. \$5.60; 1/2 oz. \$9.75; 1 oz. \$17.75; 2 oz. \$33.75; 3 oz. \$48.25; 4 oz. \$61.25; 8 oz. \$98.00; 16 oz. \$196.00.

**Super Swiss "400" Mixed**—One of the finest of our strains. Perfectly balanced in color range containing a large proportion of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue, violet, and variations, many with three tone color effects, all blotched, and many bordered in contrasting hues. The largest of Swiss strains.

**Prices:** 600 seeds \$1.00; 1/16 oz. \$1.60; 1/8 oz. \$2.70; 1/4 oz. \$4.50; 1/2 oz. \$7.75; 1 oz. \$14.10; 2 oz. \$27.00; 3 oz. \$38.25; 4 oz. \$48.75; 8 oz. \$78.00; 16 oz. \$156.00.

### Jumbos

**Pay Dirt — Our Origination** (see front cover) — The largest pansy in the world for average size—golden yellow. Blossoms have dark rays or tiny dark faces.

**Moon Moth**—An immense white with characteristics of Pay Dirt, its parent strain. The dark blue penciled markings radiating from the center intensify the effect of its purity of color. An occasional yellow lip adds beauty to individual blossoms. The best and largest white pansy.

**Madame Steele** — We are proud to offer this huge purple strain this year. Careful selection has improved size and stabilized the color. No faded, mixed, or magenta tones. A perfect self.

**Jumbo Beaconsfield**—A true Beaconsfield type. Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

PRICES OF JUMBOS								
	200s	600s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.
Pay Dirt .....	\$1.00	\$1.75	\$3.75	\$6.50	\$10.75	\$18.50	\$33.00	\$64.60
Jumbo Beaconsfield .....	...	1.00	1.85	3.10	5.20	9.10	16.50	...
Jumbo Moon Moth .....	1.00	1.75	3.25	5.50	9.50	16.50	30.00	57.00
Jumbo Madame Steele .....	1.00	1.75	3.25	5.50	9.50	16.50	30.00	57.00

### Swiss

**Sea Blue**—An intense blue pansy with dark blotch.

**Prices:** 600 seeds \$1.00; 1/16 oz. \$1.45; 1/8 oz. \$2.40; 1/4 oz. \$4.00; 1/2 oz. \$7.00; 1 oz. \$12.50; 2 oz. \$24.00; 3 oz. \$34.25; 4 oz. \$43.75; 8 oz. \$70.00; 16 oz. \$140.00.

**Gorgeous Red**—The reddest pansy we have ever produced with a deeper blotch. Not quite so brilliant as Irene.

**Prices:** 600 seeds \$1.00; 1/16 oz. \$1.60; 1/8 oz. \$2.70; 1/4 oz. \$4.50; 1/2 oz. \$7.75; 1 oz. \$14.10; 2 oz. \$27.00.



STEELE'S—The Original Butterfly Hybrids. They Hold Their Color!

\*Arrangement by Emery Jackson, Flowers

We are the originators of Mastodon Pansies and any seed offered as "Mastodon" is not genuine unless grown by us.

### BEDDING TYPES

**Mlle. Irene**—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones.

**Adonis**—Delft blue shades, with small, sharp center. Largely a Jumbo type, the earliest and strongest blooming in our fields. Has bloomed all winter here in the Northwest. Much improved, larger, and more intense in color. We strongly recommend this variety.

**Golden Gate**—A fine golden yellow with three dark blotches. Very resistant to heat and drouth and of excellent growth habit.

PRICES OF BEDDING TYPES								
	600s	800s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.
Mlle. Irene .....	\$1.00	\$...	\$1.60	\$2.70	\$4.50	\$7.75	\$14.10	\$27.00
Adonis .....	1.00	...	1.45	2.40	4.00	7.00	12.50	24.00
Golden Gate .....	...	1.00	1.25	2.00	3.50	6.00	11.00	21.00

Steele's

## PANSY GARDENS

2715 S. E. 39th Avenue, Portland 2, Oregon, U. S. A.

## Dear Friends:

From all the information we receive through correspondence and personal observation we conclude that, in order to make a success of growing pansies the grower must: 1. Buy the best seed on the market (there is none to compare with Steele's). 2. Control germination conditions so that the maximum quantity of saleable plants result. (Many growers feel that soil sterilization is the answer.) 3. Feed correctly and sufficiently to produce a healthy, compact plant with one or two huge blossoms. 4. Get your plants on the market at the earliest possible date to take advantage of prices at their highest level. (The use of plant bands will greatly lessen the shock of transplanting for the home gardens and they are in demand for that reason and for ease in handling.) 5. Give your customer as much information as possible on how to keep his pansies growing strongly so that he will come back to you next year for more plants. (Our leaflet on "How to Grow Larger Pansies" was prepared to save you time in answering questions on culture.) Last, but not least, ask top prices for your pansy plants and see that your stock is worth that price. If your pansies are the best on the market you need not worry about competitive prices.

## Directions for GERMINATING SEED

If you are a new grower, send for our booklet, "Commercial Pansy Culture". Price 25c. Refunded with first order.

1. Have your soil weed free and pulverized to a depth of eight or more inches. If available use some one of the many soil sterilizing methods now known. On the level surface spread evenly a layer of compost or pulverized well-rotted manure to a depth of at least one inch. Soak the bed thoroughly. Allow to dry enough to rake and then roll or tamp to a level surface. Overlay compost with enough sand to produce a smooth top and roll again.
2. Treat seed with Copper Oxide or Semesan. Sow in shallow drills or broadcast. We use 250 square feet to sow an ounce of seed broadcast. Cover with sifted mixture of two parts peat moss to one part of compost. The depth of this covering should be about one-eighth inch. Then cover with light burlap or thin sheeting and anchor. Use spray of water to moisten surface after burlap cover is on. Make several applications to penetrate the peat so as not to float the seed from its original level. Do not use heavily chlorinated water if avoidable.
3. Allowing plenty of ventilation keep your beds moist until germination. Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds germinate is fatal. As soon as plantlets begin to appear, remove burlap and sift a thin layer of peat moss on the top of the beds. To avoid damping off water your seedlings cautiously. Germination time from 8 to 21 days depending on weather conditions. If you have trouble from damping off, water seedlings with Semesan solution.
4. If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seeds.

## For Faster Delivery of Seed

Check your order carefully and send remittance in full by money order, check, or stamps if no Florist Credit Rating. Be sure to write your name and address plainly, including zone number as stricter postal regulations require zones for delivery of catalogs. No extra charge for airmail.

If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Warm climates are not safe to store pansy seeds unless kept under mild refrigeration.

We are sorry but we cannot accept any C.O.D. orders.

We do not offer packets smaller than those listed.



# New Merchandising Aids

## *to Speed Up the Sale of Steele's Pansy Plants*

We not only specialize in producing pansy seed that has earned world-wide recognition, but help you merchandise your crop of pansy plants. Here on this page are the merchandising helps produced for you.

**PANSY PLANTING TIME**  
**is Here Again!**  
*May we serve you!*



featuring Pansy plants from genuine **Steele's** Mastodon seed

### ◆ Customer Post Cards

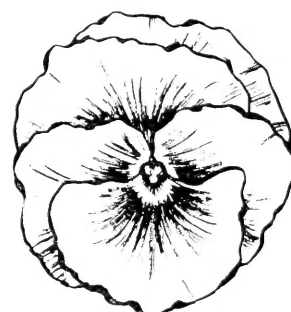
Approved money maker over many years. Four color process cards to mail your customers. \$3 per hundred.

### Handbook on Growing

Will insure your customers best results from Steele's Mastodon Pansy Plants after they leave your hands. \$1.25 per hundred.

### Flat Stickers

This three-color point of sale sticker (gummed for easy attachment to flats) will speed up sales. (See order sheet.)



**How to Grow**  
**LARGER**  
**and FINER**  
*Pansies*

Copyrighted 1932 by Steele's Pansy Gardens.

Guaranteed **Steele's**  
**Mastodon**  
**PANSY PLANTS**

(Space for Your Name Here.)



**25 Free with \$5.00 Order**  
**Ask for Them!**

### NEW 19th EDITION "Commercial Pansy Culture"

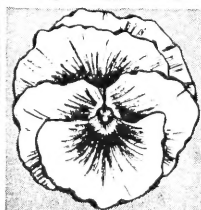
Recognized as the leading publication on this subject.

First published in 1910

Many advanced ideas on propagation and marketing, germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects.

**Price 25 cents**  
*refunded with first order.*

**NOW READY TO PLANT**



**Steele's**  
**MASTODON**  
**PANSY PLANTS**

Easy to grow. Huge blooms. Brilliant colors. Get your plants today.

(Space for Your Name Here.)

### Newspaper Mats

Another sure fire way to increase trade. Free with orders of \$5.00 or more or 10 cents each with orders under \$5.00.

### Consumer Ads

You have seen Steele's ads in Flower Grower, Popular Gardening, and many newspapers. Steele's advertising is a merchandising help for growers. All inquiries regarding plants coming from your own community are forwarded direct to you. That's one reason Steele's Mastodon Pansy plants sell so rapidly. They have consumer acceptance and consumer demand.

### Slides and Posters

Kodachrome Slides available to Steele customers for the showing at Garden Clubs. No handling charge for the loan of these interesting slides. Free on request with each order of \$2.50 or more, we will send postpaid our beautiful four-color pansy poster-painting by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This is the 31st year for the Steele Pansy Poster—a tradition among pansy lovers all over the world.

**Send for Your Supply Today . . .**

# Steele's

**PANSY GARDENS**

**2715 S. E. 39th Avenue, Portland 2, Oregon, U. S. A.**